

Interactive Electronic Commerce System Facilitating  
Management of Advertising, Promotion and Information Interchange Messages

5

Abstract of the Disclosure

[0034] Methods and systems enabling an interactive electronic commerce system that facilitates dissemination and management tasks associated with advertisements and other advertising, promotion or information interchange messages, such as coupon offers and sales  
10 announcements. In one embodiment, the present invention further provides advertisers the ability to assess the correlation between the broadcast (or other delivery) of an advertisement and user activity related to the advertisement, such as a purchase or inquiry.